

# MASSAGE ROLLER

Signature  
**EBOOK**

**4K**  
**ULTRA HD**



**EASY MASSAGE TECHNIQUES INSIDE**

# 321 STRONG Massage Roller eBook

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# Congratulations on your purchase!

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Thank you for purchasing our massage roller. We want to help you make the most of your valuable time by helping you use our products correctly from the beginning. We would also like to showcase some additional routines you may not already know about. This eBook contains simple instructions on foam rolling for effective myofascial release. It is one thing to read about an exercise, it is another to see it happen, so each section contains links to our video segments on YouTube®.

Myofascial release has long been used by professional physical therapists and athletic trainers. Now, with the advances in medicine and understanding of how soft tissue affects our bodies, foam rolling has become the go-to self-treatment for pain relief, injury prevention and enhanced athletic performance. To understand the effects of foam rolling one must understand that muscles have multiple layers and connection points to the skeleton.

Gravity, sitting at a computer, and muscles that are overworked at the gym can all cause our muscles to become sore and tight. Two of the most common symptoms that are alleviated by foam rolling are muscle soreness and joint stiffness. Addressing the soft tissue around the affected areas within our body allows for improved flexibility and muscle strength. Introduce foam rolling to your daily routine, in 10 – 15 minute sessions. Whether you are an athlete looking for that edge in performance or simply in pain because you sit at a desk or in a car, our foam roller can help you reach your goals. Please let us know your feedback and experience, we love hearing from you : )

Thanks again,

*Brian Leonard*

**Brian Leonard**

**President, 321 STRONG**

## Contact Us

Your comments and feedback are very important to us because they help us provide the best service in the industry. Contact us at <http://321strong.com/>.

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We go to all the same places your phone does!



# Before you Begin

## Legal Disclaimer

The recommendations in this eBook are not medical guidelines and are for educational purposes only. You should consult your doctor or rehabilitation specialist before starting this or any other program, or if you have any medical condition or injury that may get worse with physical exertion. This program is for healthy individuals 18 years of age and older and is meant to supplement, not replace, proper exercise training.

All types of exercise have some risks. Always make sure that you use common sense before beginning any exercise program. Make sure that your equipment is in good operating condition and don't attempt to exercise beyond your level of experience, knowledge, training or fitness level. These eBook exercises must not replace any exercise routine, treatment or diet that may have been given to you by your doctor or medical specialist.

Don't do any exercise unless you have been shown the proper technique by a licensed medical specialist or certified fitness trainer or exercise specialist. If necessary, ask for help when exercising to avoid injury and to ensure proper form. Make sure that you stretch and warm-up properly before beginning your exercise routines.

If you are taking any medication, consult your doctor before performing any of the following exercises. If you experience lightheadedness, dizziness, or shortness of breath while exercising, stop the exercise and consult a doctor immediately. Don't use this or any other program if your doctor tells you it's not safe to do so.

## Safety Guidelines

It's extremely important that you always use common sense and use the following safety guidelines when exercising:

- **IMMEDIATELY** stop what you're doing if you feel faint, dizzy, light-headed, or very uncomfortable. Seek immediate medical attention if any of these conditions persist.
- If something feels too difficult, switch to an easier exercise to be safe.
- If you EVER need extra recovery time, please allow for it.

## Care and Cleaning

Your foam roller is built to last, but since it is foam, proper care is essential for product longevity. Keep your roller away from sharp things, open flames, and standing water. If your roller becomes dirty, you can wipe it clean with a soft cloth and a mild detergent of soapy warm water. Don't clean the roller with harsh chemicals, or abrasive cleaners. Lastly, don't store your massage roller in below freezing temperatures or in direct sunlight for this may damage your roller.

## Usage

Your massage roller is not a toy, and should be kept out of the reach of children. Use by those under the age of 18 should only be done with adult supervision. Please keep your roller away from pets for it may be a choking hazard should they chew it. 321 STRONG® is not responsible for any damage to personal property that may occur while using our massage roller. The roller and this eBook guide should only be used for their intended purpose.

# Frequently Asked Questions

## What is myofascial release?

The myofascia is a thin layer of connective tissue located throughout the soft tissue of the human body.

Overuse, repetitive motion injuries, lack of proper stretching, and lack of use can all contribute to inflammation and dehydration of the myofascia. When inflamed and/or dehydrated, the fascia tightens and stiffens. This results in reduced flexibility and stiffness in the body.

The regular use of your massage roller will help loosen and relax the soft tissue of the body, allowing you to move with less pain, stiffness, and tightness in the muscles and joints of the body.

## When should I use the roller?

Roll out your target muscles before a workout to get them warmed up and loosened. If you have sore or tight areas in your body from a previous workout, focus on those muscles that need extra time with your massage roller. It is best to utilize your massage roller both before and after workouts.

## When should I NOT use the roller?

You should not use your massage roller if you are feeling dizzy, queasy, experiencing numbness or tingling, if you have uncontrolled blood pressure, a tumor, a post-operative incision, a wound, or any type of rash. Please consult a medical professional if you feel that you have an injury that has not been diagnosed.

## How long do I need to use the roller?

When you first begin using your massage roller, it will take a longer amount of time to loosen your muscles, joints, and soft tissue. As you improve the quality and overall condition of your muscles and fascia, you will notice it takes less time to get your soft tissue loosened up.

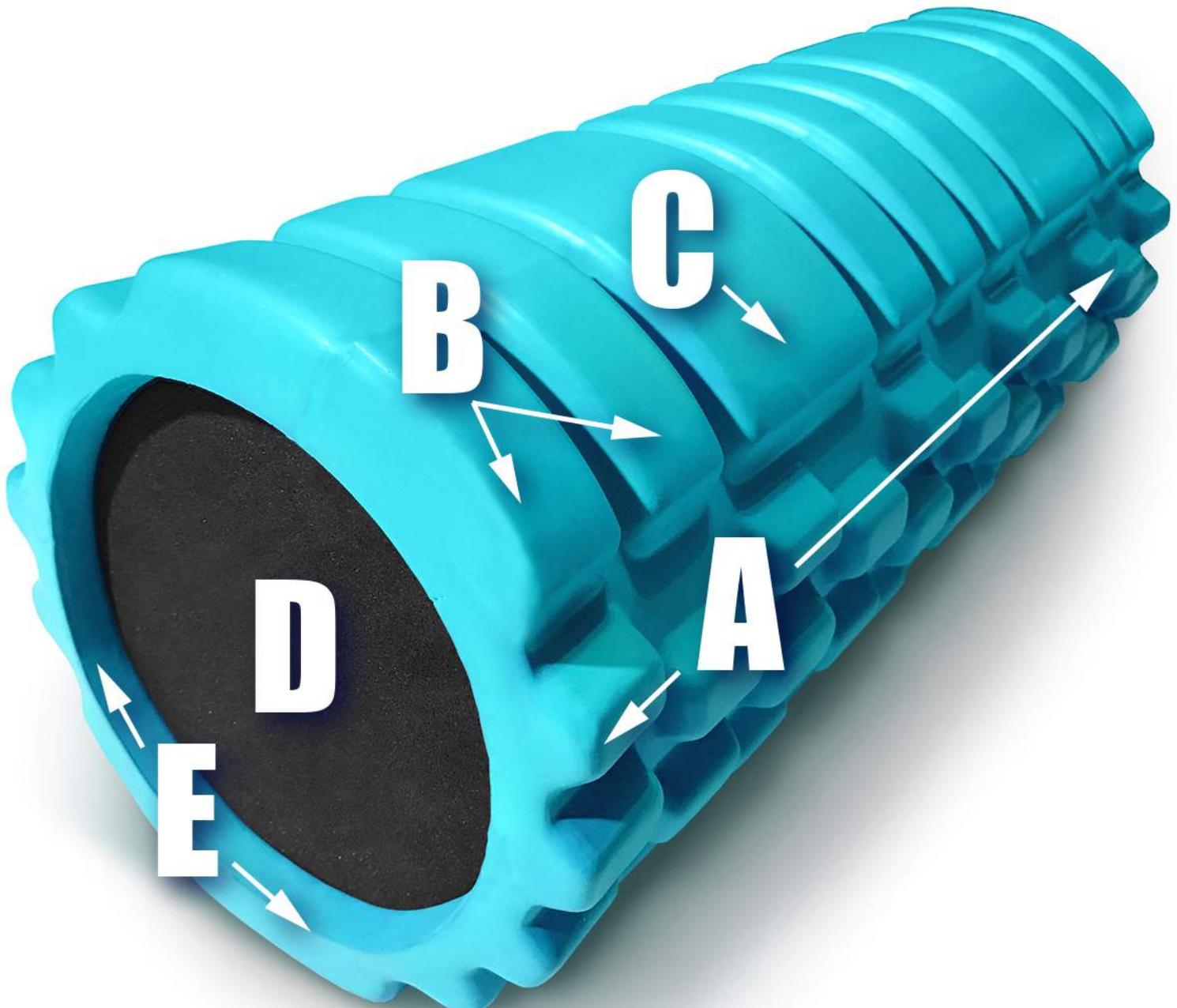
## Is it going to hurt?

Typically, foam rolling is soothing. But, when your muscles are tight and sore massaging them may cause you to experience discomfort. Put less pressure on the area if you have pain that you can't tolerate, then slowly add more pressure as you feel you are able to. A good rule of thumb is if your pain isn't subsiding after a few uses of your roller, then you must consult a medical professional to have them advise you as to what might be occurring with your soft tissue.

# Getting to Know Your Roller

Your massage roller is equipped with three types of massage projections:

- A) Small rectangular projections for deep tissue massage that mimic a therapist's thumbs
- B) Thin, longitudinal projections for tissue flushing that simulate a therapist's fingers
- C) Large rectangular projections for a lighter massage
- D) Solid core, made from high density Ethylene Vinyl Acetate (EVA foam)
- E) Massage protrusions, made from EVA foam





## HAMSTRINGS

### Semimembranosus, Semitendinosus and Biceps Femoris

1. Sit down on the roller with your legs stretched out in front of you.
2. Place your hands behind you, palms down on the floor, for support.
3. Keep your head and neck straight, eyes forward.
4. Roll back and forth between the back of your hip and the back of your knee, as well as side to side (friction massage).
5. Keep your foot off of the floor throughout the whole movement.
6. If you find tight or knotted areas, focus direct pressure on the area for 5-10 seconds, and then roll back and forth to release tension. Repeat this 2-3 times for increased benefit.
7. If you want to increase pressure, place one leg upon the other.
8. Perform approximately 10 complete rolls (back and forth).





## CALVES

### Gastrosoleus Complex

1. Sit down on the roller with your legs stretched out in front of you.
2. Place your hands behind you, palms down on the floor, for support.
3. Keep your head and neck straight, eyes forward.
4. Roll back and forth from just below the back of your knee to just above your heel.
5. Keep your foot off of the floor throughout the whole movement.
6. If you find any problem areas, focus direct pressure on the area for 5-10 seconds. Repeat this 2-3 times for maximum benefit.
7. If you want to increase pressure, place one leg upon the other.
8. Perform approximately 10 complete rolls (back and forth).





## QUADRICEPS

Medialis, Intermedius, Rectus Femoris, Lateralis, and VMO

1. Lay face down on the floor or a yoga mat. Support yourself on your forearms.
2. Position the roller underneath both legs, directly beneath the quadriceps muscle.
3. Keep your head straight, facing downward the whole time.
4. Use your forearms to support your body weight while moving the roller from the area just above your knee caps up to the front of your hips.
5. You can adjust the length of your quad by varying the degree that you bend your knee(s).
6. If you find a tight or knotted area, hold pressure directly on it for 5-10 seconds, and then roll back and forth to release tension. Repeat this 2-3 times for increased benefit.
7. Perform approximately 10 complete rolls (movements back and forth).

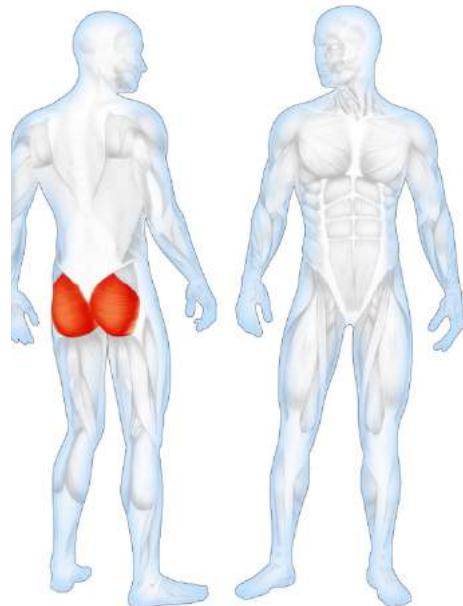


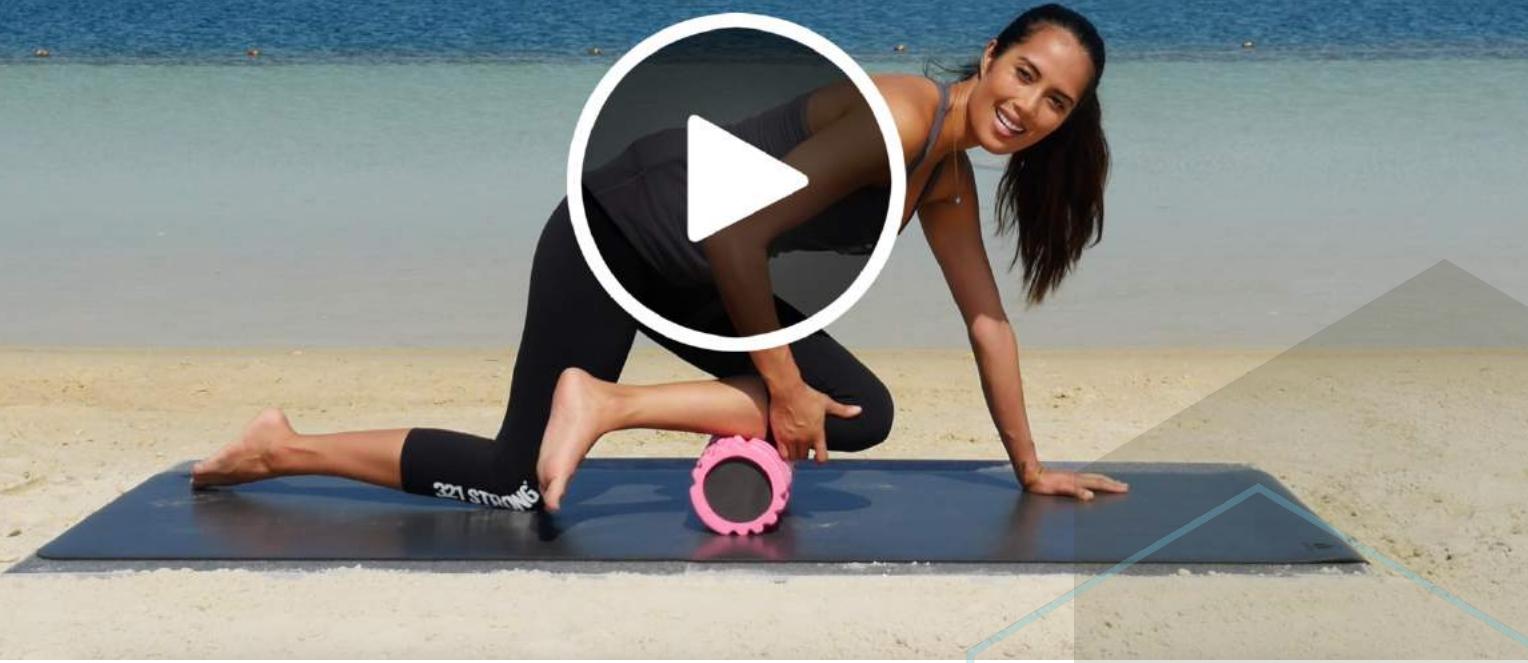


## GLUTES WITH PIRIFORMIS EMPHASIS

Gluteus Maximus, Gluteus Medius, and Gluteus Minimus

1. Sit with one hip or the other on the roller, with your leg out-stretched on the floor.
2. For more intense massage, place the same side foot above the opposite knee above the patella.
3. Keep your head straight, facing somewhat down the whole time.
4. Place one hand just behind you on the mat for support as you roll over your hip region.
5. If you find a tight or knotted area, hold pressure directly on it for 5-10 seconds, and then roll back and forth to release tension. Repeat this 2-3 times for increased benefit.
6. Perform approximately 10 complete rolls (back and forth).





## SHINS

### Tibialis Anterior, Extensor Digitorum and Hallicus Longus, and Peroneus Tertius

1. Begin on your hands and knees, with palms flat on the floor.
2. Keep your neck and head straight, looking somewhat downward.
3. Position the roller under your torso. Raise one knee off the floor, and position it on the roller.
4. Use your arms and move your leg to move your whole body back and forth, so that the shin is massaged below the knee and above the ankle.
5. To increase the resistance, transfer more of your body weight onto the shin, instead of your arms.
6. Perform approximately 10 complete rolls (back and forth).
7. Switch sides and repeat.

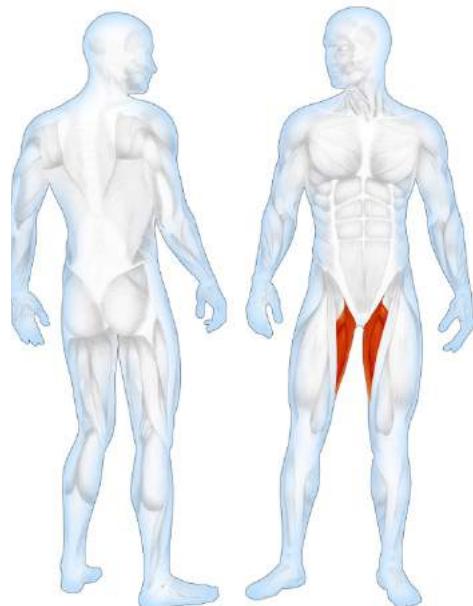




## INNER THIGH

### Adductor Magnus

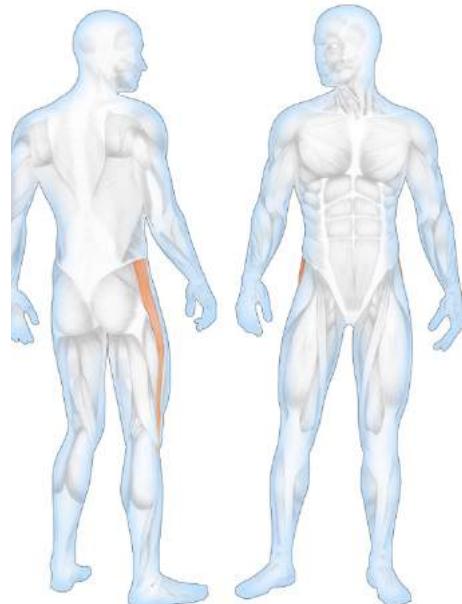
1. Lie face down with one leg the roller.
2. Support yourself on your forearms, keeping your head straight, and looking down.
3. Move your knee forward, so that your leg is at about a 45 degree angle.
4. Position the roller so that it is at a 90 degree angle to your thigh.
5. Roll back and forth between the groin and just above your knee. Keep this knee off of the floor.
6. Perform approximately 10 complete rolls (back and forth).
7. Switch sides and repeat.

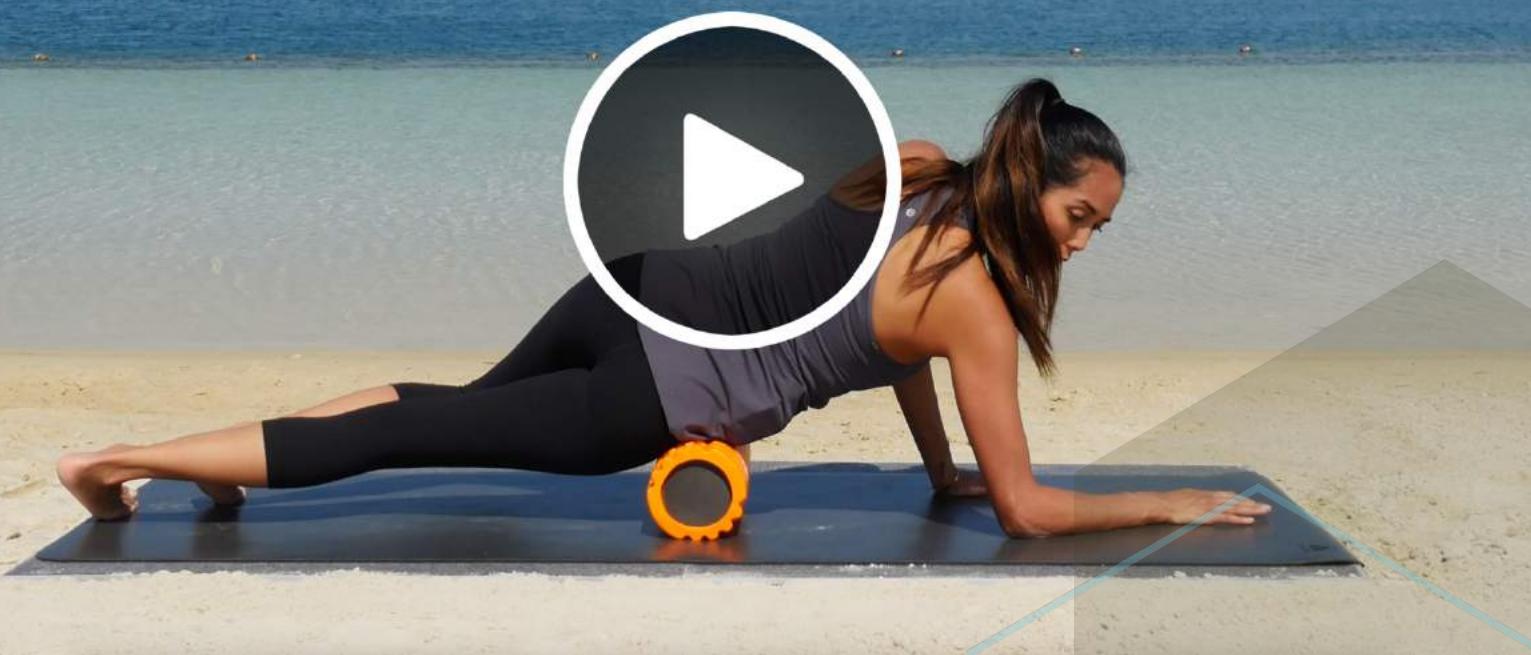




## IT-BAND Iliotibial Band

1. Lay on your side, with your bottom leg on the roller. Support your weight on your bottom forearm or hand.
2. Cross your top leg over and place your foot on the floor or mat, just in front of you. Use your free arm for stability.
3. Keep your head pointed straight relative to your chest.
4. Slowly roll back and forth, between just above the kneecap and the upper hip (avoid the point on the side of your leg near your hip and just below it for you might irritate your outer hip).
5. You can increase the pressure for sore and tight areas by uncrossing your upper leg, keeping both legs touching and straight in a side plank position.
6. Perform approximately 10 complete rolls (back and forth).
7. Switch sides and repeat.

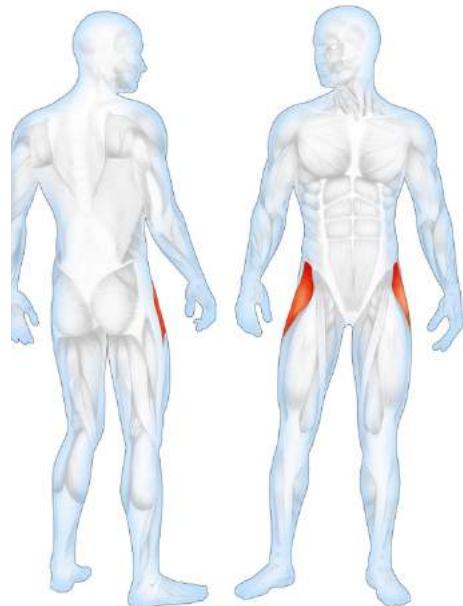
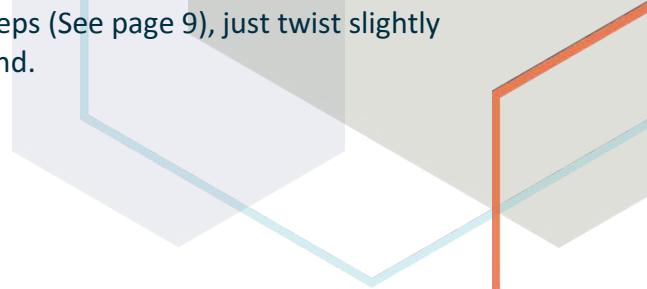




## TFL MUSCLE

Tensor Fascia Lata

The process for working out the TFL band is the same as the quadriceps (See page 9), just twist slightly outward, moving the pressure off of the quads, and onto the TFL band.

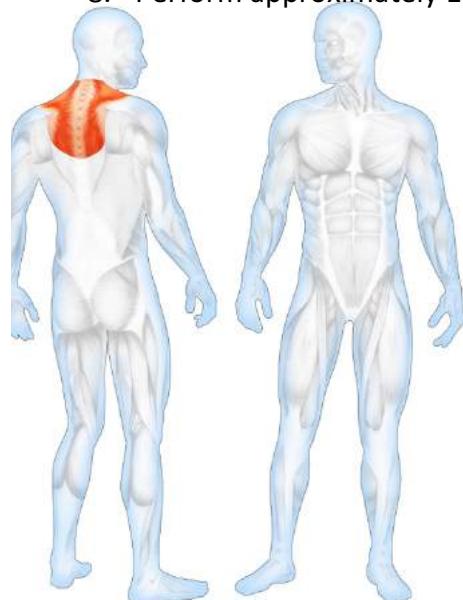




## UPPER BACK

### Levator Scapulae, Trapezius, and Deltoid

1. Lie down flat on the floor or mat, face up.
2. Bend your legs and position your feet for overall stability. The wider apart your feet, the more stable you will feel.
3. Raise your shoulders and head up like a sit up and position the roller under your back.
4. Put your hands behind your head for support.
5. Keep your head and neck straight, and looking forward.
6. Raise your hips up so that your thighs and torso are aligned straight.
7. Take little steps with your feet to move your upper back over the roller, moving the roller back and forth along the upper back between your shoulders and mid-back.
8. Perform approximately 10 complete rolls (back and forth).

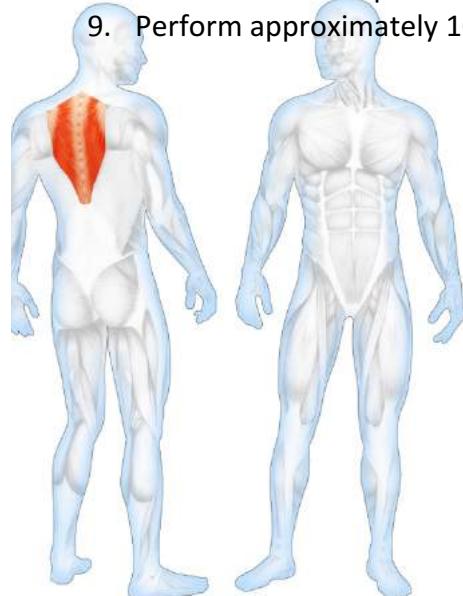




## MID-BACK

### Thoracic Spine, Rhomboids

1. Lie down flat on the floor or mat, face up.
2. Bend your legs and position your feet for overall stability.
3. Raise your shoulders and head up like a sit up and position the roller under your shoulders.
4. Cross your arms over each other in front of your chest and roll slightly to one side to massage into each side of the spine.
5. Keep your head and neck aligned with your torso.
6. Raise your hips up so that your thighs and torso are aligned straight.
7. Take little steps with your feet to reposition the roller to your mid-back.
8. Then take little steps with your feet, moving the roller back and forth along the rhomboids.
9. Perform approximately 10 complete rolls (back and forth).

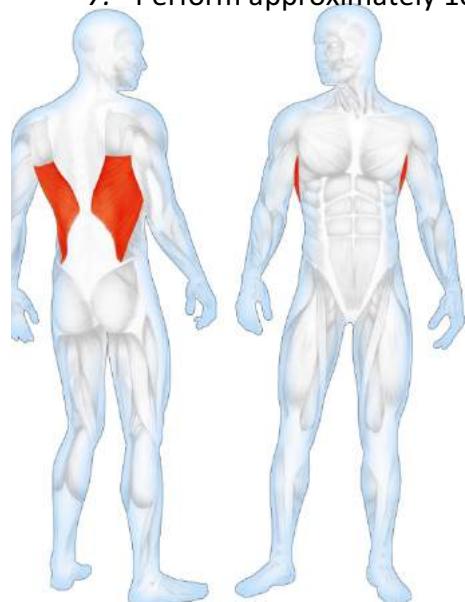




## LATS

### Latissimus Dorsi and Thoracolumbar Fascia

1. Lie down on the floor or mat, and roll onto your side.
2. Bend one leg to be slightly behind you. Bend the other one forward.
3. Support your head with your lower hand and keep your elbow on the floor.
4. Raise your torso off the floor, and position the roller just below your arm pit.
5. Fold your upper arm onto your chest.
6. Leverage your core muscles to maneuver yourself back and forth over the roller, moving the roller back and forth between just below your armpit and the small of your back. For deeper massage reach your arm overhead on the side you are rolling on. Roll more onto your side when doing this.
7. Perform approximately 10 complete rolls (back and forth).

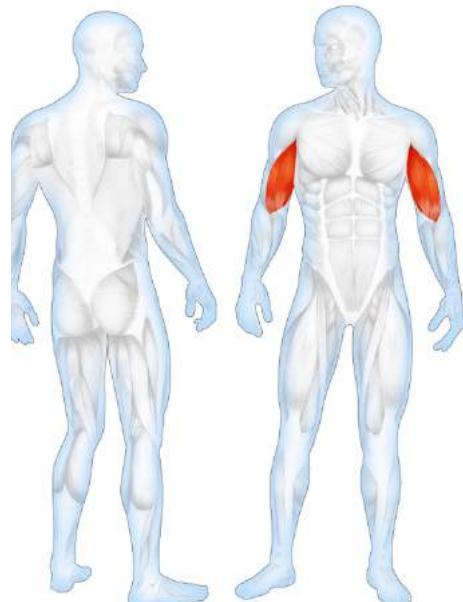




## BICEPS

### Brachialis and Biceps Brachii

1. Lie down on the floor or mat, and roll onto your side.
2. Bend one leg to be slightly behind you. Bend the other one forward.
3. Outstretch your arm with your elbow straightened.
4. Position the roller under your biceps.
5. Leverage your core muscles to maneuver yourself back and forth over the roller, moving the roller back and forth between your elbow and shoulder. Don't place too much pressure on biceps tendon near the shoulder.
6. Perform approximately 10 complete rolls (back and forth).
7. Switch sides and repeat.





## TRICEPS

### Triceps Brachii

1. Lie down on the floor or mat, and roll onto your side.
2. Bend one leg to be slightly behind you. Bend the other one forward.
3. Outstretch your lower arm.
4. Position the roller under your triceps, just above your armpit.
5. Leverage your core muscles to maneuver yourself back and forth over the roller, moving the roller back and forth between your elbow and armpit. Bend your elbow if you want a more intense release.
6. Perform approximately 10 complete rolls (back and forth).
7. Switch sides and repeat.



# SPECIAL OFFER

To Thank You for Your Business

Here's a few of our other products you may be interested in, and a coupon code good for 10% off of anything in our store

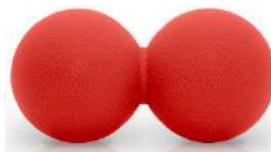
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## Best Selling Products



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